

Content

- Focus on books, films, and music
- Any library material in the catalogue is suitable content for the blog, but be mindful of the audience

Length

- Short and sweet is preferred
- Aim for 350 words or less (transfer to “Continue Reading” after around 130 words by using “More Tag” button)

Images

- Use cover art images from the library’s catalogue whenever possible
- Hyperlink all cover art images back to the catalogue and create meaningful image title and alternate text

Style

- Create multiple points of access to materials by hyperlinking images and titles
- Be sure to use tags in all of your posts

Suggestions

- Interact with the other bloggers on For Your Leisure. If you demonstrate an interest, you will spark more curiosity about the blog and your post
- Respond to every comment that someone leaves on your blog
- Write great headlines and subject lines

Instructions

- Instructions for creating posts are on For Your Leisure site under Help & FAQs: <http://www.vaughanpl.info/leisure/?cat=13>
- All public posts and comments will be moderated by library staff
- Feel free to speak to any library staff for questions, suggestions and comments